# Project Scenario – ABC Furniture Advertisement Website

## Background

ABC Furniture Pty Ltd, an Adelaide-based retailer, currently has no online presence.

## Business Need

Customers increasingly search online before visiting physical stores. Competitors already have professional websites that improve their visibility and credibility. ABC Furniture requires a digital presence to remain competitive.

## Objectives

• Improve brand visibility  
• Showcase products with descriptions and images  
• Provide store information and contact details  
• Integrate social media links for customer engagement

## Constraints

• No e-commerce functionality will be included  
• Budget limited to $20,000 AUD  
• Project timeline of 3 months